

The logo for ROSPA (The Royal Society for the Prevention of Accidents) features the word "ROSPA" in a bold, blue, sans-serif font. The letter "O" is replaced by a circular graphic composed of four overlapping speech bubbles in green, red, blue, and yellow.

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ETP Evaluation Scotland Workshops

A graphic of a yellow "THINK" sign with a blue, brush-stroke-like border, set against a white background.

The Royal Society for the Prevention of Accidents



ETP Aims and Goals

“My first road safety song reduced road fatalities in children by 14.3% in the first three months.”

(Anonymous, 2011)

Discuss



Setting Intervention Objectives

Q6: Have you set objectives for your intervention?

- Why does the E-valu-it toolkit need an answer to this question?



What is an objective?

- **E-valu-it defines an objective as: a specific outcome that the intervention is intended to achieve. An intervention may have several objectives, all of which should be SMART – Specific, Measurable, Achievable, Relevant, and Time-bound. Objectives are directly linked to the intervention's aims, but are more specific.**



Objectives Activity

- Read through the activity handout (it provides an example of an aim and objective)
- Read your group case study (A or B)
- Use the group case study to try and answer toolkit questions 5 and 6 on aims and objectives on your own
- As a group agree aim(s) and objectives for your case study to present back to the rest of the delegates

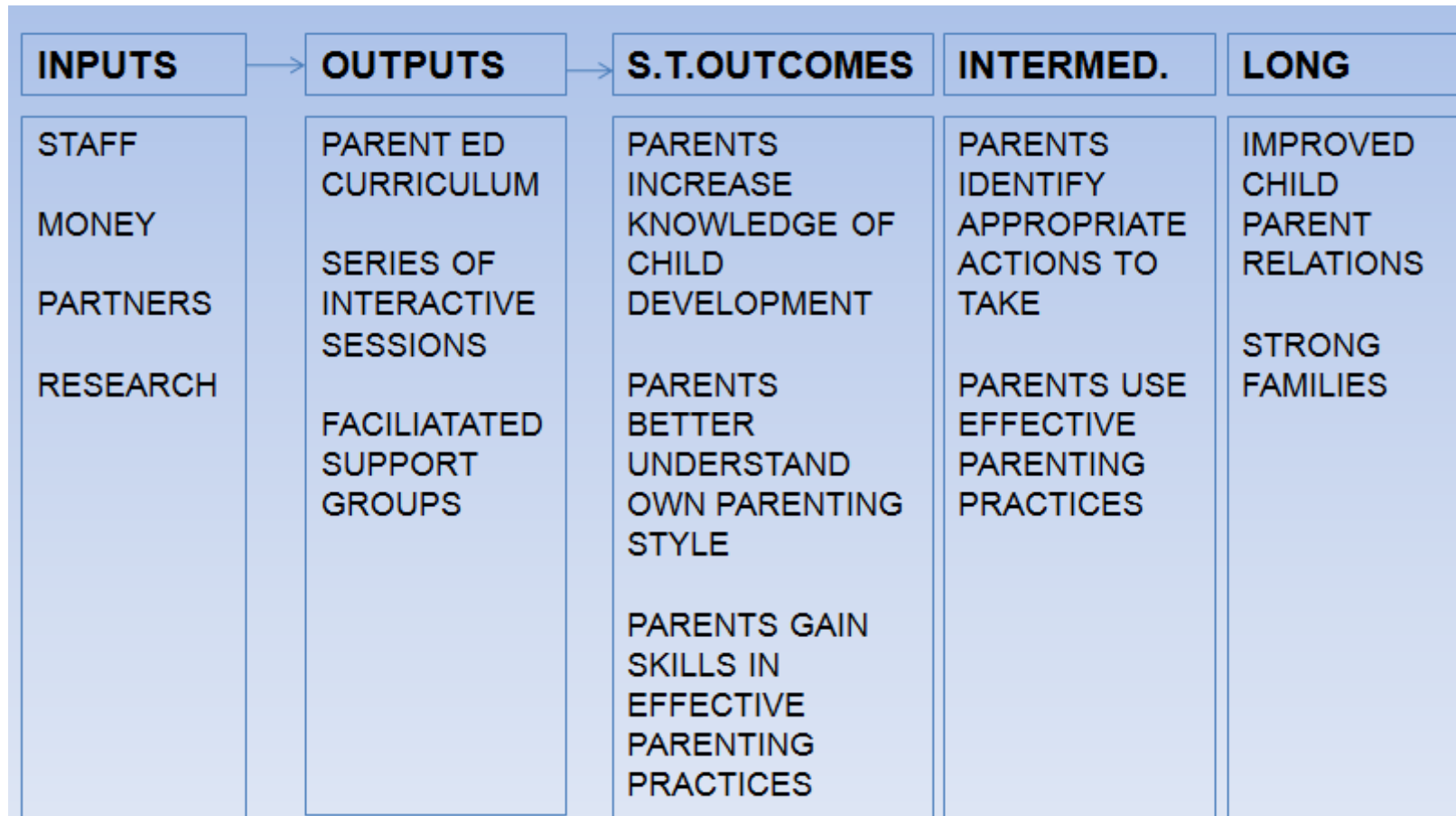


What is a Logic Model?

- Theory of Change
- Causation chain
- Inputs-Outputs-Outcomes
- Aims, Objectives, and Assumptions



Example Logic Model



Logic Model Exercise

- 1. Puzzle Exercise:** In your smaller groups, use the intervention example and pieces of card given to create a Logic Model. Write your own pieces on the flip sheet provided, if you wish.
- 2. In small groups,** devise a logic model for one of your own interventions. Present to whole group.



Next Steps

- **Maintain and update website and E-valu-it**
- **Upload evaluation reports**
- **Ongoing Support – LinkedIn discussion gp.**
- **Ongoing Promotion**
- **Ongoing Evaluation**



Promotion Support

- Conference Presentations
- RSGB,
- Road Safety Scotland,
- RoSPA seminar
- Any others we find
- Support, Feedback from website links



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Try the website

ROSPA
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Road Safety Evaluation

Introduction ▾ Toolkit ▾ Help & Guidance Reports ▾ Your Experiences ▾ Resources ▾

Google™ Custom Search

Welcome

Welcome to the Road Safety Evaluation website designed to help anyone involved in delivering Road Safety Education Training and Publicity (ETP).

The heart of the website is the 'E-valu-it' toolkit, which asks you to complete a set of questions about your intervention, helping to guide you through the evaluation process. It also provides you with recommendations on doing your evaluation and produces a partly completed report template for you to complete your evaluation.

No matter whether you work in a local authority; for one of the emergency services, for a charity or any other organisation: if you are putting time, money and effort into conveying road safety messages to any type of road user – you will want to know whether what you are doing works! So will the people who are funding what you do – especially in the present economic climate!

Introduction

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Resources

- Help & Guidance
- Evaluation Guides
- FAQ
- Glossary
- Links
- Useful Reading

Getting Started

This site will help you to understand the importance of evaluation; and the E-valu-it toolkit

E-valu-it Toolkit

E-valu-it is an interactive evaluation toolkit designed to provide tailored options for

Latest News

Find out the latest news in the world of road safety evaluation including recently published

Feedback is welcome: rneedham@rospa.com

Ongoing Support

- support@evaluit.com
- rneedham@rospa.com
- **Regional Evaluation Champions:**
www.roadsafetyevaluation.com/introduction/evaluation-champions.html
- **LinkedIn Group**



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What more can we do?

What more can we do to help you share what you have learned with colleagues?

What else may help you to evaluate? More training?



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Thank you

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